

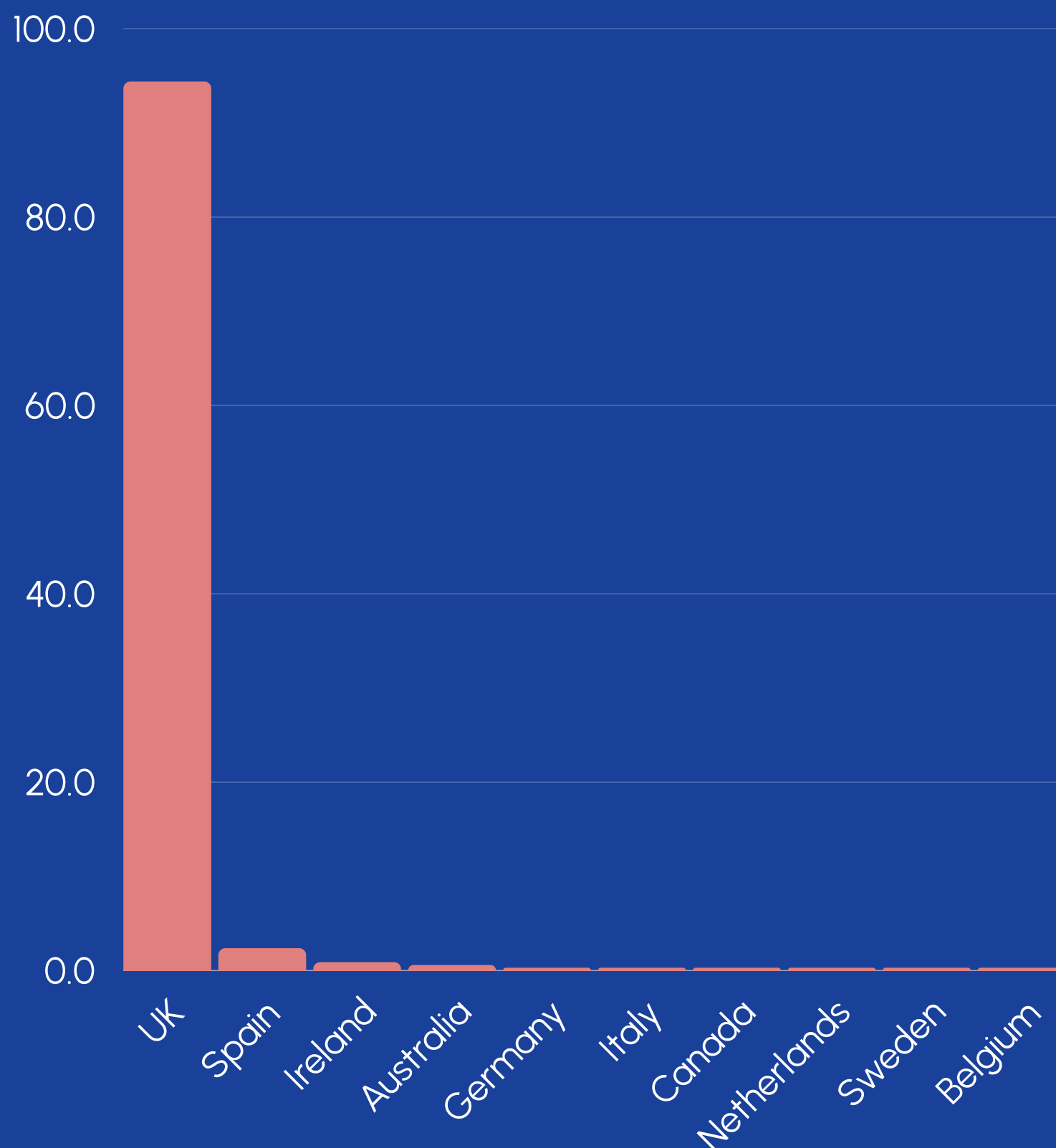
Empower Padel Community Survey Report



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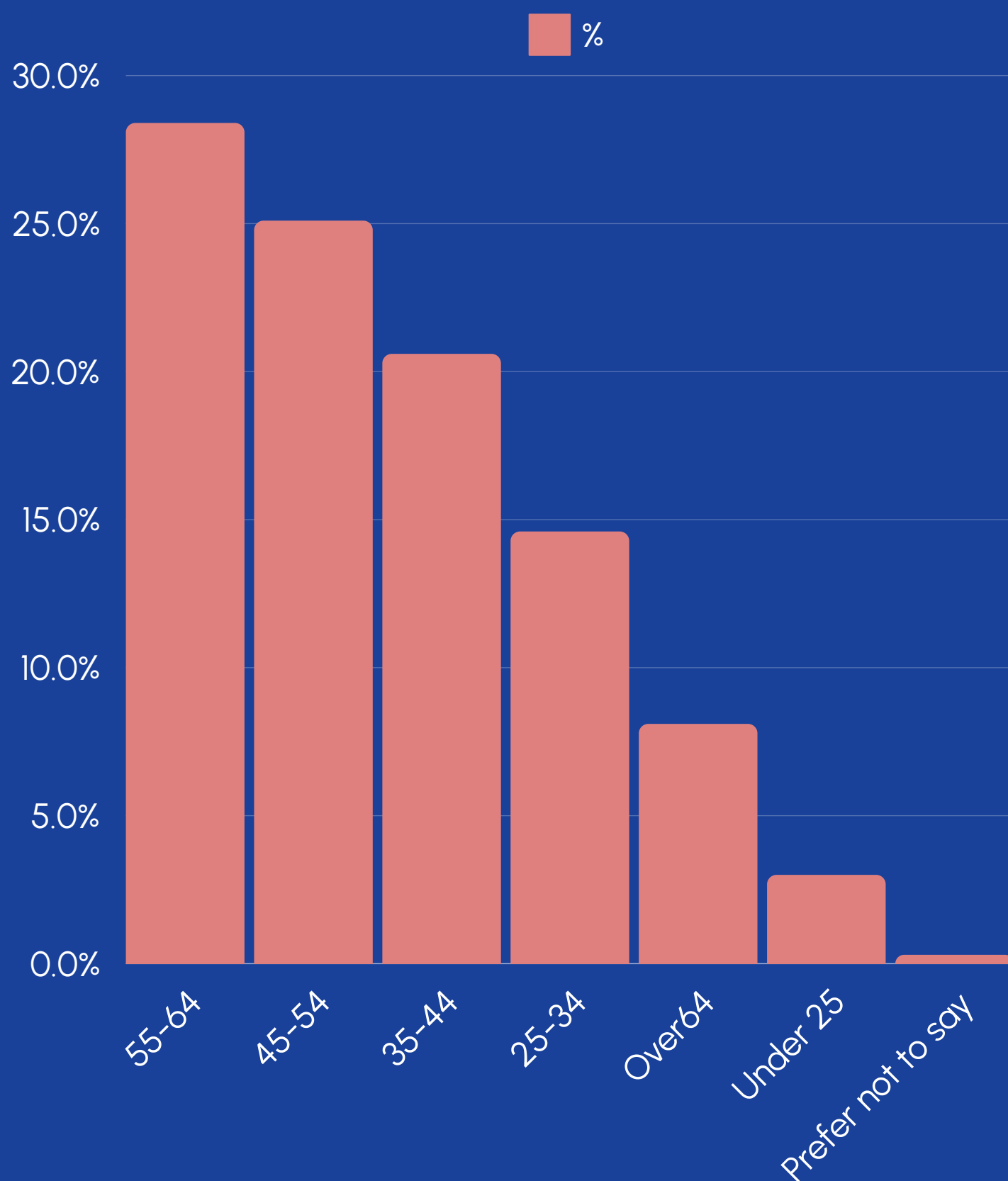
Who Took Part?

335 respondents took part from 10 different countries (94% UK)



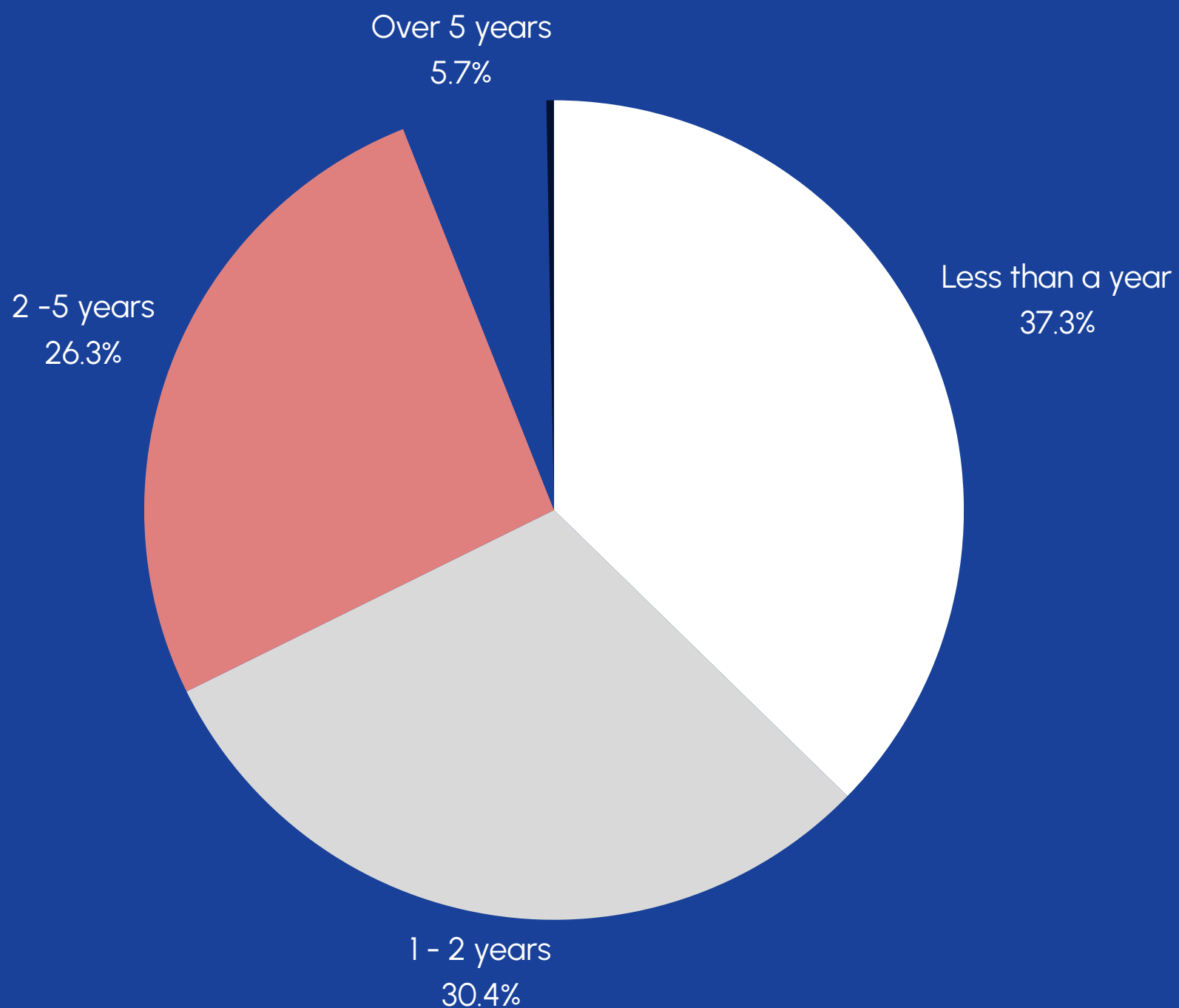
Age Range

74% were aged between 35 and 64.



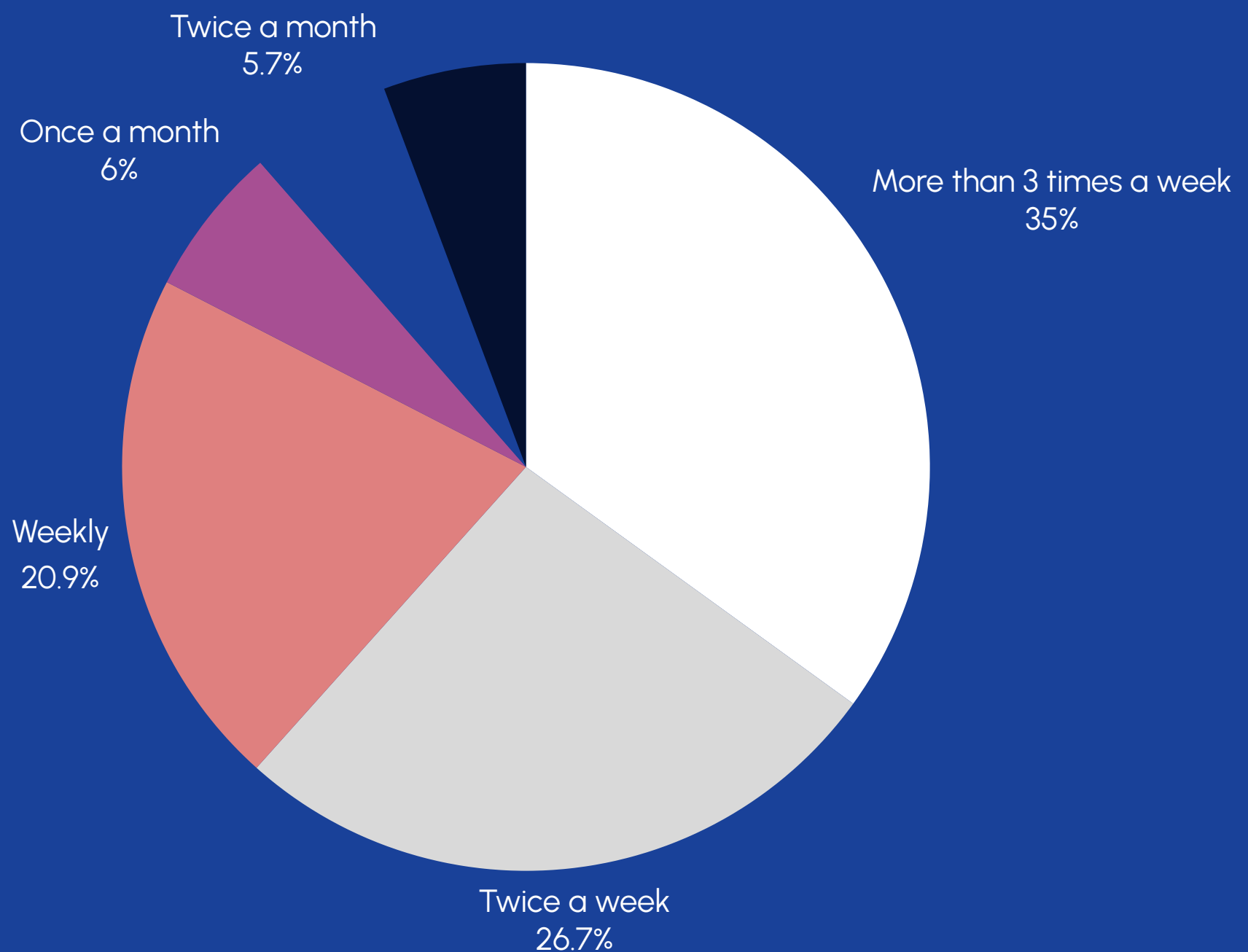
Padel Experience

Over 67% have been playing for less than 2 years.



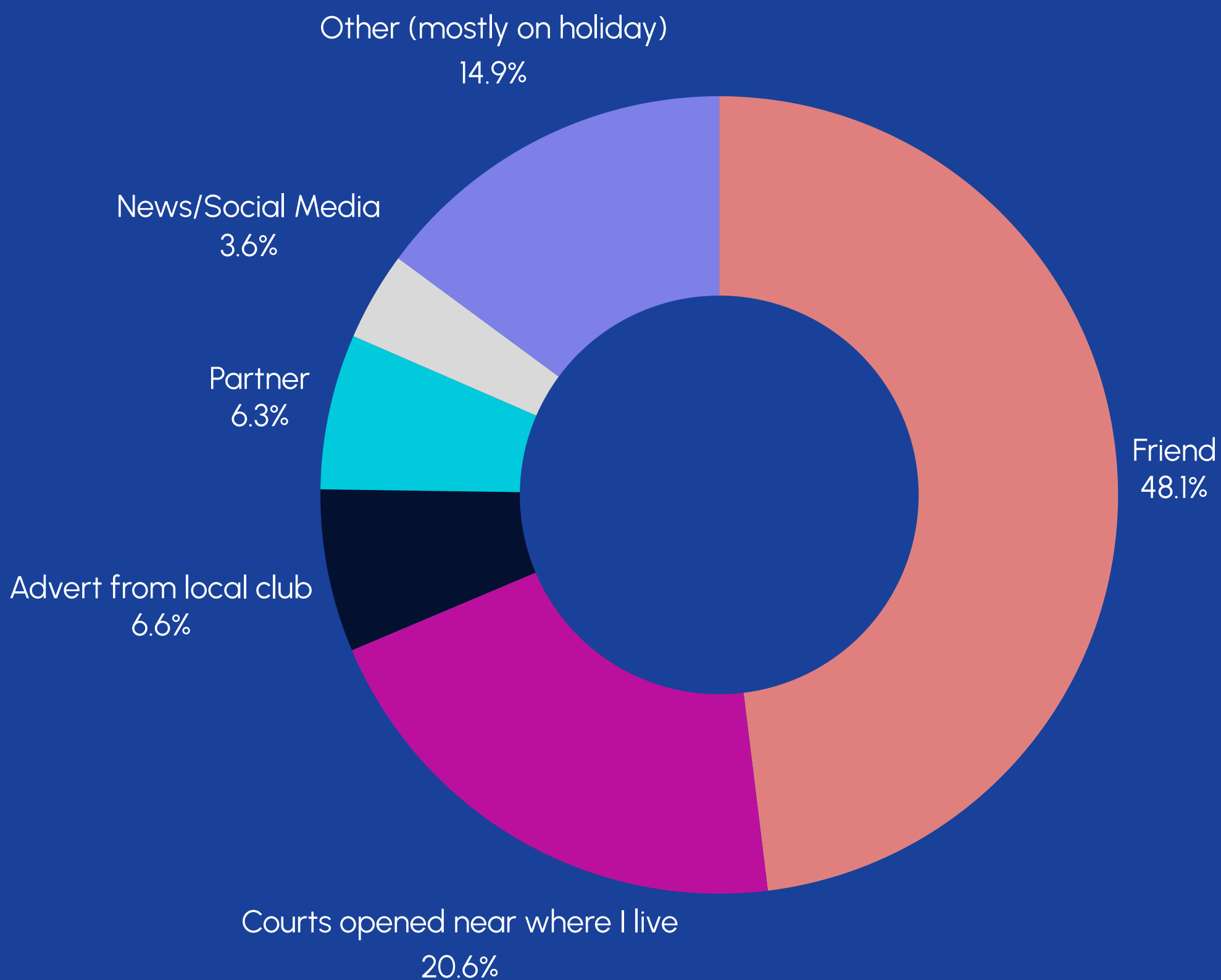
Padel is Addictive

Over 60% play more than twice a week.



Padel is Viral

Almost 50% heard about padel from a friend.



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Padel is Social

The top reason for playing padel was the social aspect.



Why They Love Padel

The way I feel mentally when I play, I forget about all my problems.

The challenge, the social aspect, the game, playing with a partner, learning new skills

It's accessible, social and fun!

Sheer enjoyment of the game.

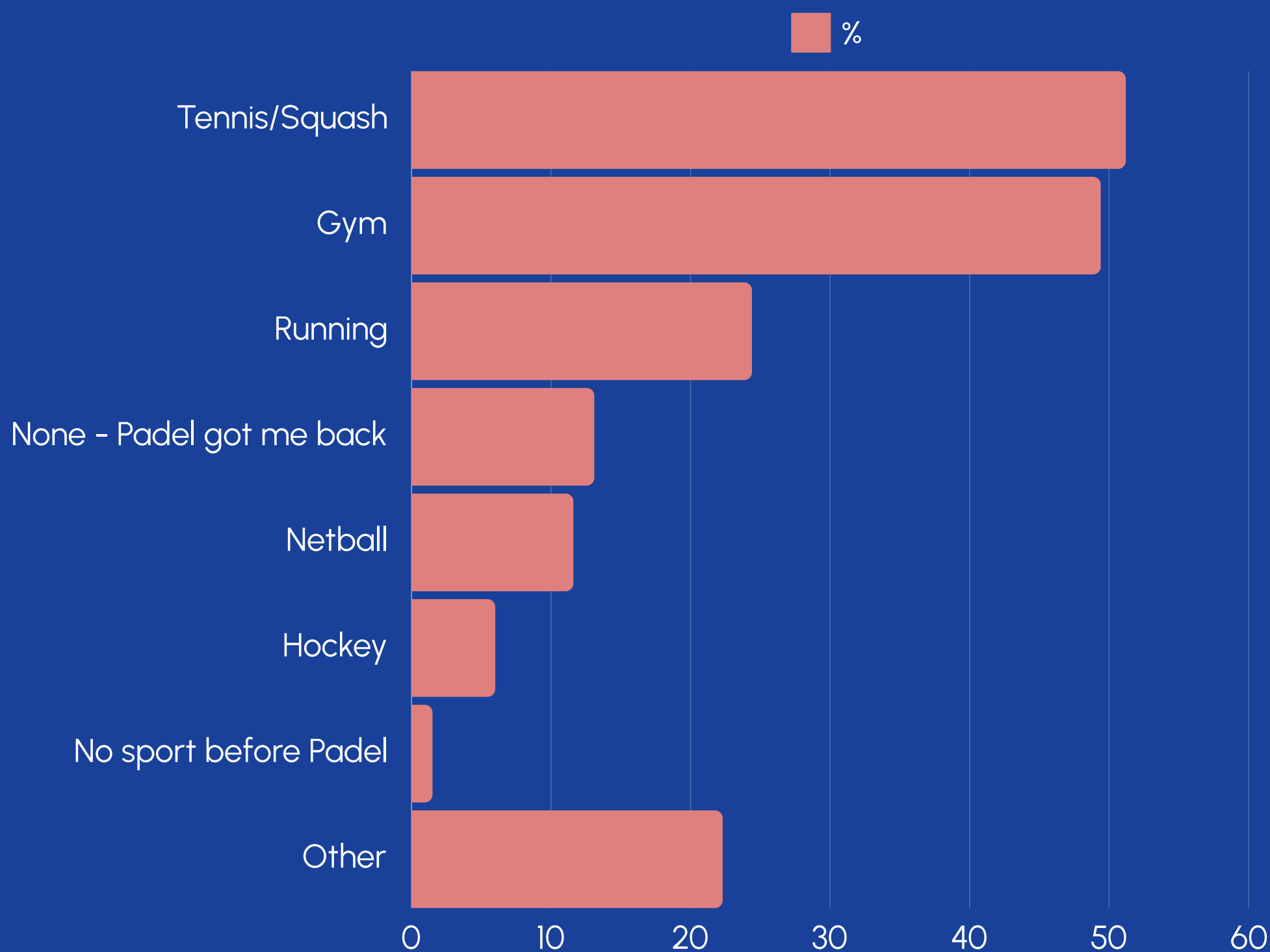
A sense of getting better at something in life!

Competing!



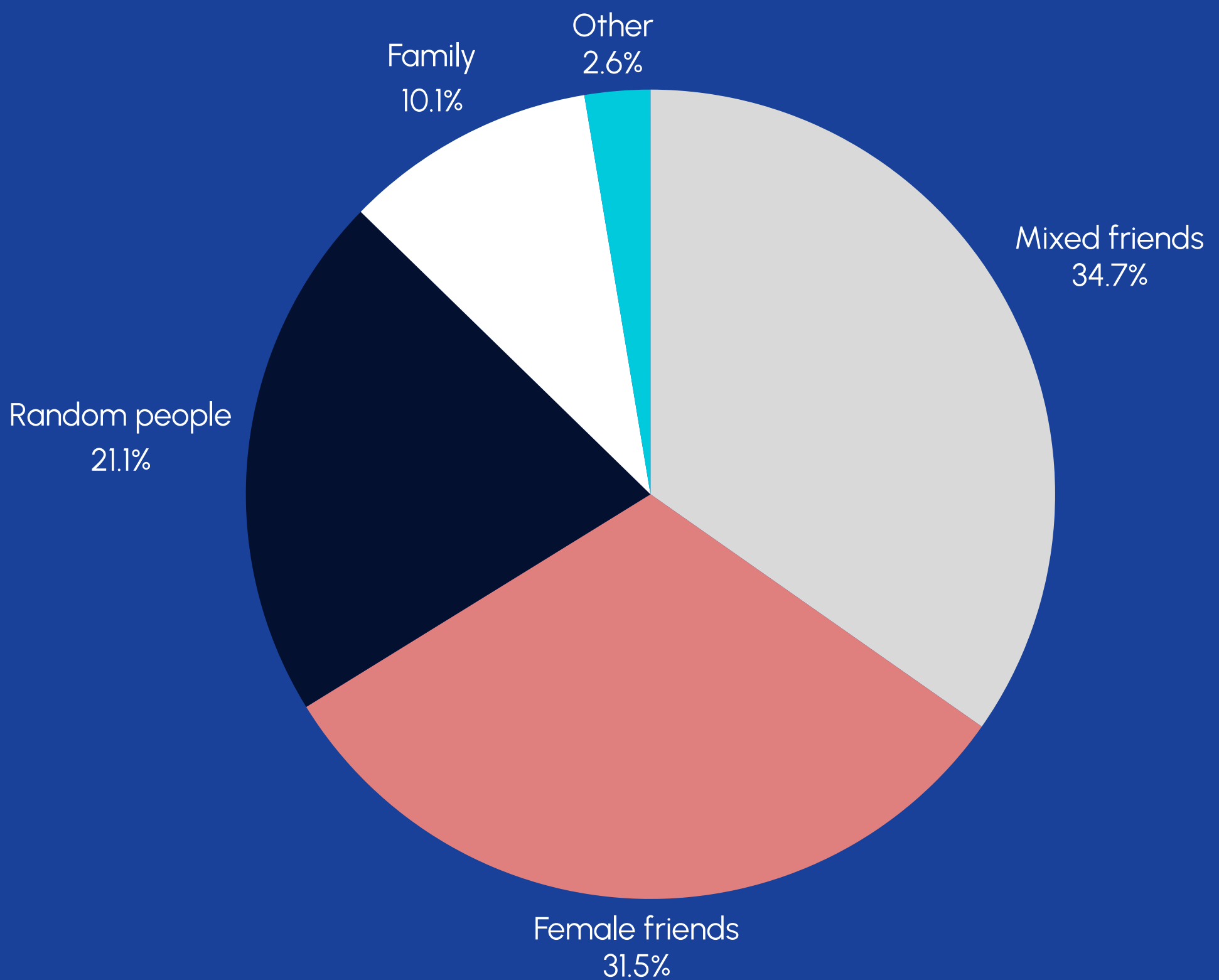
Sports Played Before Padel?

15% got back into playing sport through Padel.






Who They Play With?

Over 76% play with friends and family.



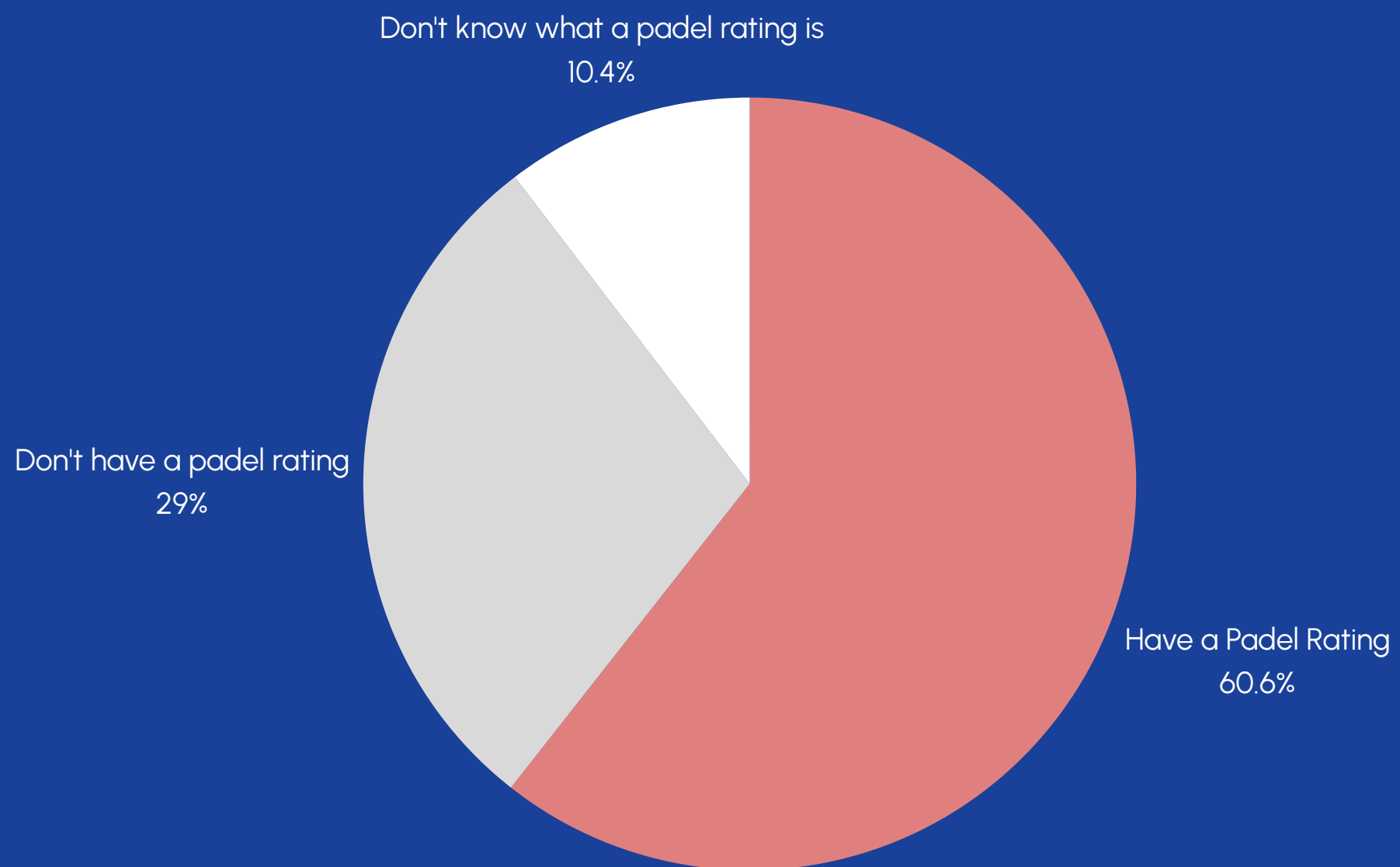
Top 3 Barriers To Women Playing

-  **Lack of time**
-  **Difficult to find a partner**
-  **Expensive to book courts**



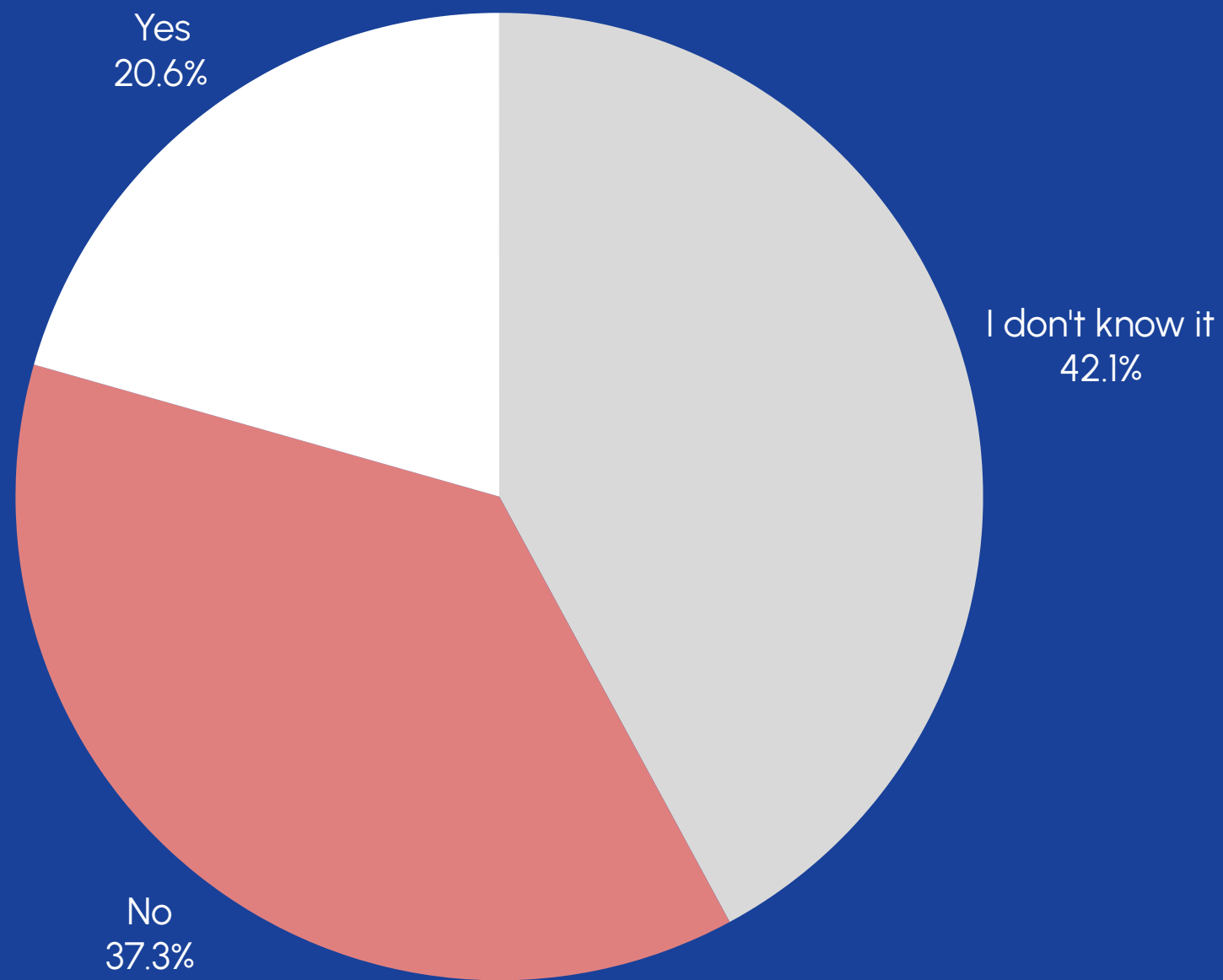
Padel Ratings

60% of respondents have a padel rating.



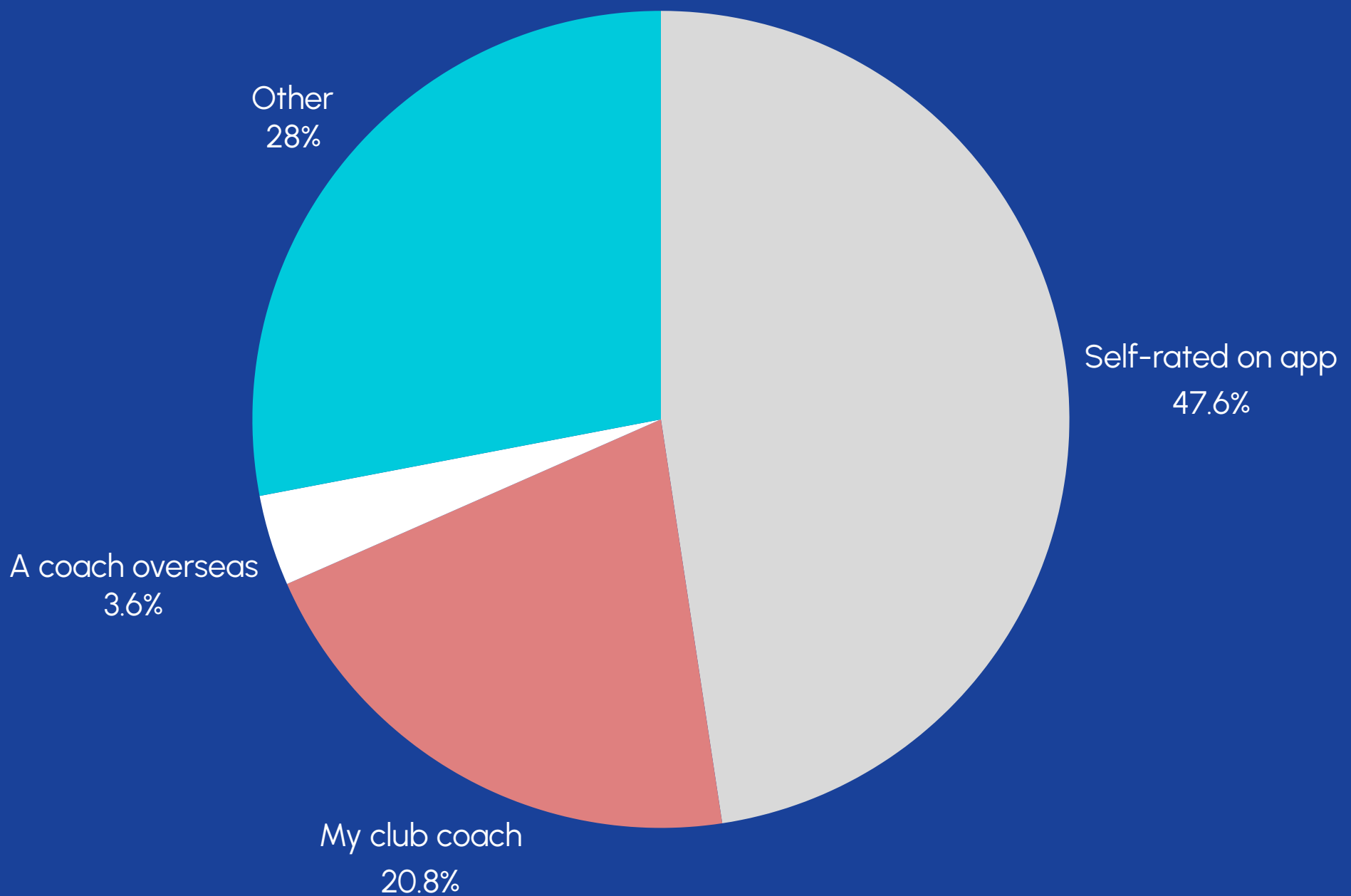
Padel Ratings

Only 20% believe their rating is accurate.



Padel Ratings

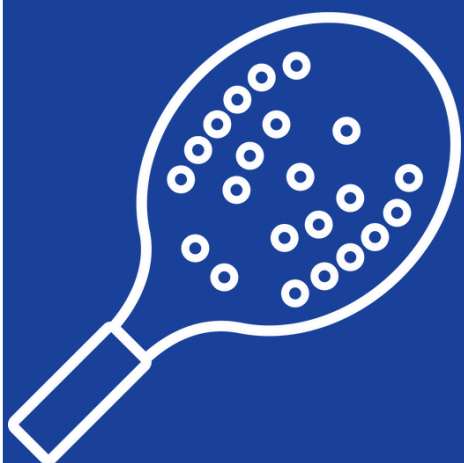
48% are self rated through an app.



Final Thoughts



Padel is a social game, but for women in particular, the social element is a key driver to play.



Women are more likely to play padel if they're introduced to it by a female friend.



There are still many barriers to entry for women including access to courts, good quality female coaches and the rating system.



Survey Soundbites

"I am obsessed. I love it. It has given me confidence. Given me back a youthful attitude. It's taken me out of my comfort zone. I like the women and coaches I have had the pleasure to meet. It is my first time learning a sport - in my 50s."



Survey Soundbites

“It’s been amazing. I have met some truly amazing people that I now call friends. Padel is excellent for mental and physical health.”



Survey Soundbites

"It's been brilliant for my fitness and also my mental health. The new friends, the learning, the positivity has been incredibly inspiring. I was fit but hadn't really played a racket sport but this has been a great intro to a new sport. I've been fortunate to meet some incredible women and also lovely men."



Join The Community

www.empowerpadel.com



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